



NEWS RELEASE

ECONOMIC DEVELOPMENT MANAGER APPOINTED BY TOWN OF HERNDON

Herndon, VA (August 6, 2013) – The Town of Herndon has named Dennis H. Holste, Jr., to the newly-created position of economic development manager.

In his new post, Holste will be responsible for promoting the Town of Herndon as a desirable location in which to start or grow a business, establishing cooperative and mutually beneficial relationships between town businesses, and furthering initiatives related to economic development and business vitality. He will serve as the town's primary liaison to the Fairfax County Economic Development Authority, the Dulles Regional Chamber of Commerce and other entities dedicated to Herndon's commercial sector, and he will work with new and existing town businesses as they navigate town processes.

Holste comes to Herndon from Margate, Florida, where he was the assistant director to the city's Community Redevelopment Agency (CRA). In that capacity, he was responsible for the CRA's business recruitment and expansion efforts, served as project manager for CRA-initiated capital projects, and represented the CRA before community associations, city advisory boards and related governmental bodies. Notably, he was largely responsible for the recruitment of Saveology.com to Margate and the expansion of Global Response Corporation in the city.

Prior to his tenure at Margate, Holste worked as a management assistant in the Economic Development Division for the City of Charlotte, North Carolina, where he helped establish a business retention program, researched and prepared demographic and economic reports for businesses considering relocating into the city, and planned and organized community events such as the Mayor's New Business Breakfast and economic development community forums. Holste holds a bachelor of science degree in business administration from Nova Southeastern University and a masters degree in public administration from North Carolina State University.

The Herndon Town Council authorized the creation of a staff position dedicated to economic development, largely as a result of recommendations put forward by an Economic Development Task Force. The task force, comprised of business leaders, developers and others with a vested interest in Herndon's future, developed a strategy recommendation designed to enhance the town's commercial sector and maximize economic development opportunities represented by its downtown master plan as well as the arrival of Metrorail's Silver Line later this decade.

"The establishment of this position enables the town to provide a strong focus on business development and retention," said Town Manager Art Anselene. "In his new role, Dennis will be instrumental in working with Herndon's business owners and developers to further their planning initiatives in conjunction with the town government."

Holste begins his employment with the Town of Herndon on September 3 and will report to Anne Curtis, the town's chief communications officer. Effective on the 3rd, Holste may be reached directly at dennis.holste@herndon-va.gov or 703-435-6800 x2085.

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